

## Inbound Marketing Introduction

Hey, it's Ben Robinson. Welcome to Bookkeeper Lab. This series is all about inbound marketing. Now, I love inbound marketing and the reason that I do is that we can put this on semi autopilot. Okay? We can't put this on total autopilot, but this is a great way for you to leverage your time. This is a great way for you to set it and sort of forget it when it comes to bringing in new clients. Now, I know that you're very tired of me saying this, but I'm going to say it again. The two things that you've got to be doing if you want to create that small biz or mini empire, or even empire, is that you always have to be marketing and you always have to be recruiting. And we always talk about the recruiting part when we are looking at hiring a virtual assistant, a VA, and then we talk about recruiting and hiring a bookkeeping professional. Now that's great and all said and done, but we also have to make sure that we're always marketing.

And as with all the marketing that we talk about here inside of Bookkeeper Lab, you never want to stop that. You always want to make sure that you're marketing, and that's one of the great things about inbound marketing. Now, that doesn't mean that if you attract somebody who is the perfect client that you actually have to take them on, but we never ever want to stop our marketing. That's one of the major sins that I see, not just in bookkeeping businesses, but in businesses worldwide. They get busy and they're like, "Oh my gosh, we can't take on any more clients. Let's turn all of our marketing off." Then they catch up with that and they're like, "We better turn the marketing back on," and it's this roller coaster, and if you don't do that, okay, if you make sure that you're doing the marketing the right way, as we're going to talk about here in this series for an inbound perspective, you are going to have a great machine. That's what we want to create. And that's what you've got to think of as inbound marketing, is that it is a machine.

Now before we actually get into the details, I want to differentiate what I mean by inbound marketing versus outbound marketing. So in Bookkeeper Launch, we learned that outbound marketing is mainly about the things that you're doing proactively to put the message out there. Okay? So we talked about Yakkity-yak, that's you telling everybody that you know, "Hey, I've got a bookkeeping business." It's networking. It's going to networking events, either live or virtual. It's getting inside of groups. All of these things are you casting your message out there. What we want to do is to find the people that are already looking for you. So, that is inbound marketing. That's how I define it. Meaning that somebody is actively looking for a bookkeeping professional or they're actually looking for the service that you provide.

So think about it from this perspective, there's what's called push marketing and pull marketing. Push marketing means that I'm pushing a message out to the world. So that could be putting an ad in a newspaper. That could be a direct mail flyer. That could be a Facebook ad. Pull marketing is just the opposite. That means that I'm on Google and I'm typing in bookkeeper that specializes in dentists. Okay? That is somebody actively looking for me. Now we want to do both, but we really want to focus first on pull marketing, people that are already looking for you. That's a great place to be because we know that they're hot to trot. They're ready to get you. That's why during tax season, whether that be the spring tax season or the later in the year tax season or the end of the year, there's a sense of urgency there, and so we want to find

those people who need you and need you right now. And that's what your marketing funnel is meant to do.

Now I'll tell you, with inbound marketing, as with all marketing, 85% of your efforts, I got this from Dean Jackson, so thank you very much for this Dean. 85% of your efforts are not going to pay off in six months or 12 months. 85% of your efforts are going to pay off down the road, after a year. Okay. And he did some studies on that. You can Google Dean Jackson 85-15 rule, or something like that is what it's called. I'll see if I can't find it. And if I can, I'll put a link down below. But make sure that you look at that because it's really insightful in that only 15% of the people are ready to do business with you now. But we don't want to just drop the other 85% of the people. We want to make sure that we stay in contact with them.

So the inbound marketing is also what we call nurturing. This is you putting value in front of your marketplace. This is continuing to provide that value to them, to help them, even though you're not getting paid for them. So we want to really focus on that. We want to say to the 85%, "I'm here to help you." And when you're ready, we'll put a call to action to say, "Hey, are you ready to chat now? Are you ready to come into our marketing funnel?" You wouldn't say it that way, but basically, are you ready to come into our filtering system? So with inbound marketing, before we get into the specifics, there's the inbound, there's the outbound. Do we want to focus on one or the other? You want to focus on all of them. Just like with hiring, it's not a, you know, it's a shotgun approach. We don't know where the best leads are going to come from.

So when we get into the specifics of inbound marketing, we're going to start with the three M's. First of all, who is your market? That's the very most important thing. Knowing your market, having your niche picked out. That's so important. If you don't have a niche, it's still possible to do inbound marketing, but it makes it a lot more difficult and a lot more expensive in terms of time, money, energy, and effort. So again, there is my soapbox about having a niche. Make sure that you have one because that's where we are going to start. But what we want to do is we want to have multiple places, okay? This could be Facebook, it could be Facebook ads, it could be Facebook posts, it could be a direct mail piece. I'm not suggesting that we'll do that, but it's some sort of recognition that somebody says, "Hey, this is what I am looking for. I'm looking for a bookkeeping professional," and we want to walk through that journey.

We want to say, "Well, how do we capture that lead?" How do we filter them out to see if they're a good fit for us and if we're a good fit for them? We're not just going to, "Hey, pick up the phone and call me," and that sort of thing. We want to make this, I don't want to call it a struggle, but we want to make them jump through hoops to prove that they're worthy to work with us. Now, that might sound a little bit elitist. It's not because you're here to make sure that you're making the most of your time and the most of your client's time or your prospective client's time. So we don't want to waste theirs. We don't want to waste yours. We want to make sure that we're calling out to the right audience and casting off a message to the other people.

Your marketing is more about repelling than it is attracting. This is why we hear those commercials that say, "Attention veterans 50 to 80." So, guess what? If I'm a veteran 50 to 80, my ears are perking up. If I'm not a veteran, or if I'm not between 50 and 80, I'm not, my ears, I kind of can tune out. That's exactly what we want to do. We don't want this going out to everybody. If you're marketing to everybody, you're marketing to no one. So, we want to get very specific and tight on this. Okay? So it all starts with who is my market? And then we say the message. And we talked about that, developing our ISS, our irresistible selling statement, but really it's about what is important to them, what do they value? And how can we provide value? Can we provide value? And the answer is a resounding yes.

And then the last one of the three M's of marketing, right? We've got our market, we've got our message, and then we have the media. This is where we put our message. Is that on Facebook? Is that on Google? Is that in a print ad? Is that sky writing? All of those are media. And I'll tell you the big place that businesses worldwide get trapped is where they focus on the media. They say, you know what? Facebook ads, that's where I've got to put all my messaging. Well, do you have a message? Do you have a compelling message? And most important, do you have a market? Have you defined them? Do you truly know what the gains are that they want, the pains that they have, the roles that they play in their job that they don't want to have anymore? Do you understand these things?

It's very methodical. So, if you don't have that figured out yet, it's not time for you to do inbound marketing. It's time for you to refine it with the ways that don't cost a lot of money. And by the way, with inbound marketing, doesn't mean that you have to spend a lot of money. As a matter of fact, I'm going to tell you some Ninja ways to do it without a lot of money. The less money that you can spend at the beginning and test and make sure that your message is right, the better off that you will be. So don't think that we can fix this with just a lot of money. Unless we're Coca-Cola or somebody with a very big advertising budget, name brand, known across the world as the number one word, then we don't have that arsenal. So we've got to make sure that we're doing this from a grassroots level.

So what we're going to do here is we're going to start creating your inbound marketing machine. So it's going to be very action oriented. So the very first action in this video is to make sure that you know your market, okay? Make sure that even if you don't have a niche, that you have narrowed down. It's not just small business owners. It's small business owners who have 500 million of, excuse me, 500,000 to \$2 million in sales. They're in the service industries, they're located in these states, they're female entrepreneurs, whatever the case may be. Narrow this down, okay? Because again, if you're marketing to everyone, you're marketing to no one. So the first thing you've got to do is to truly have defined your market. That's step one.

Step two is to understand all the things that we talk about in the value proposition, in the irresistible selling statement. Understanding them, and this again, is a lifelong pursuit. Don't think that you're going to know your client, even your niche. Just it's, we've always got to be researching. We've always got to be on top of that. We've always got to be understanding what it is that they value because it's not much of a moving target, but we need to never think that

we know it all. Okay? I certainly don't. The older I get, the more I realize the less that I know. I guess that's just called wisdom right there.

So that's the very first thing, having your market clearly defined. If you don't, then this is going to be a lot of wasted effort. You may get some results, but it's going to cost you a lot more time and money and energy and effort. And that's not what we want. Okay? So let's get busy with inbound marketing. Let's get busy. Think of this as a machine. If you were to buy a machine, let's pretend that this were a manufacturing business that can produce widgets for you and it could do that in an efficient way, you would certainly do that. Well, I'll tell you, between your recruiting machine and your marketing machine, these are very important that you set these up. We've got to do maintenance on them, but I'll tell you, it's a set it and do some adjustments to it and it's going to reap a lot of rewards, but it is a lot of work. So let's get busy. Let's roll up the proverbial sleeves and let's build your inbound marketing machine. I'll see you in the very next video.